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registering means when the market information posted at said posting means is purchased,
[after] including

15 B prior approval demand determining means for determining, based on the
personal information registered in said personal information registering means, whether prior
approval by the consumer is required[, by] before the dealer accesses the consumer, when the
market information has been purchased by the dealer, and

access confirming means for seeking approval for access by the dealer
from the consumer who registered the purchased market information, when said prior approval
demand determining means judges that the prior approval is required.

11. (ONCE AMENDED) A marketing system processing market information of
consumers and dealers via an electronic network, comprising:

a personal information registering unit [registering] to register personal
information of a consumer;

5 a market information registering unit [registering] to register market information
about goods which the consumer desires to purchase;

2 B a posting unit [extracting] to extract and [posting] post the market information
registered in said market information registering unit according to genres; and

10 a personal information acquiring unit, coupled to said personal information
registering unit and said market information registering unit, to acquire the [acquiring]
personal information of the consumer necessary for a dealer, who has purchased the market
information, to access the consumer [from said personal information registering unit when the
market information posted at said posting unit is purchased,] after determining, based on the
personal information, whether prior approval by the consumer is required[, by] before the
15 dealer accesses the consumer, and seeking approval for access by the dealer from the consumer
who registered the market information, when prior approval is required.

12. (ONCE AMENDED) A method of processing market information of consumers
and dealers via an electronic network, comprising:

registering personal information of a consumer;

registering market information about goods which the consumer desires to

5 purchase;

posting the market information that is registered according to genres;

determining, based on the personal information previously registered, whether prior approval of the consumer is required before accessing the consumer by a dealer who has purchased the market information;

10 seeking approval for access by the dealer from the consumer who registered the purchased market information, when prior approval is required; and

acquiring personal information of the consumer necessary for [a] the dealer to access the consumer [from said personal information when the market information posted is purchased], after said determining [whether prior] and, if required, the approval by the

15 consumer [is required, by the dealer] has been obtained.

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~~14. (ONCE AMENDED) A computer readable medium for storing and processing market information of consumers [and] purchased by dealers via an electronic network, the computer readable medium comprising:~~

registering personal information of a consumer;

5 registering market information about goods which the consumer desires to purchase;

posting the market information that is registered according to genres;

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~~determining, based on the personal information previously registered, whether prior approval of the consumer is required before accessing the consumer by a dealer who has purchased the market information;~~

10 ~~seeking approval for access by the dealer from the consumer who registered the market information, when prior approval is required; and~~

acquiring personal information of the consumer necessary for [a] the dealer to access the consumer [from said personal information when the market information posted is purchased], after said determining [whether prior] and, if required, the approval by the consumer [is required, by the dealer] has been obtained.